

## Small business owners prefer college graduates, poll says

Small and medium business owners in Canada are most satisfied with graduates from colleges, a George Brown gathering of GTA secondary school guidance counselors was told recently.

Catherine Swift, president of the Canadian Federation of Independent Business (CFIB), told the counselors that polls conducted among CFIB's 105,000 members ranked colleges first. "They consistently show that the institutions with the highest satisfaction among employers are community colleges."

The most recent poll, conducted in 2008, found 45 percent of poll respondents were satisfied or very satisfied with college graduates as opposed to graduates from private colleges (37 per cent), universities (34 per cent) and secondary schools (31 per cent).

Federation research also shows that a growing proportion of young people entering the job market have plans to start their own businesses, and that entrepreneurs enjoy growing respect among young people, Swift said.

Small and medium businesses in Canada have proved themselves to be more resilient in the face of economic downturns than large corporations but they face a dearth of qualified employees in the coming years as the Canadian economy recovers from the latest recession and starts to grow at a rapid pace, Swift says. "We are going to be right back in the world of serious labour shortages again."

Swift was speaking to almost 300 guidance counselors who gathered at George Brown's Young Centre for the Performing Arts to hear about developments at Ontario colleges.

They were welcomed by President Anne Sado, who emphasized the growing importance of post-secondary education in Ontario's knowledge-based economy in her remarks. "The increasing importance of the knowledge economy means that it is

(continued on page 2)



**Skills Canada Medalists** – Two George Brown students came back from the Skills Canada finals in Kitchener-Waterloo recently with some extra hardware. Eric Ganton (left) won a Silver Medal for Ontario in the architectural computer aided drafting and design category and Shayne Claringbold won a gold medal in the sheet metal category. Both earned their spots on the provincial team by winning gold medals in an earlier provincial competition that saw five other George Brown students earn silver medals and six other students earn bronze medals. Students won medals in computer aided manufacturing, refrigeration, precision machining, industrial millwright, mechatronics, heating systems and plumbing categories.

## Business as usual for college in pre-G20 days

It will be business as usual at George Brown in the days leading up to the G20 summit meeting on June 26 – except for some of the college's youngest students. The college will be open and operating normally except for three college-run child care centres near the meeting site, which will close for the day on Friday, June 25.

Closing the centers because of anticipated traffic snarls will affect 164 children and 30 child care workers. The children will be offered available spots in other college child care centres for the day and employees will help staff other centres or take a vacation day.

Toronto police have advised the college that G20 security preparations won't interfere with college operations but advised that employees and students

should travel by public transit to avoid traffic disruptions and allow extra travel time in case of delays.

Under current plans the downtown core will only be made inaccessible to the general public after 8 p.m. on Friday, June 25 but there will be increased police presence and the possibility of protests in the days leading up to the meetings.

George Brown campuses, which are well outside the security perimeters, will remain open and operate as normal during this period.

The week starting Monday, June 21 means mid-term exams for many full-time students including most of the 1,000 students in business programs. Carolyn Grayston, Assistant to the Dean of Business and

(continued on page 2)

## Business as usual in pre-G20 days

(continued from page 1)

Creative Arts, says she is advising nervous students how to avoid traffic snags and delays. "There is no reason for anyone to miss anything," she says.

George Brown's summer graduation ceremonies at Roy Thomson Hall, which is just outside the security wall, are being held on June 22 to 24, but the college is advising all attendees to use public transit and avoid driving because of limited parking and anticipated traffic jams.

The three child care centres that will close on June 25 are Richmond Adelaide Centre at 111 Richmond St. W., Waterpark Place Centre at 20 Bay St., and Scotia Plaza at 104 Yonge St.

Any changes to college plans will be posted on the college's website.

## CFIB small business poll

(continued from page 1)

vital that today's high school graduates go on to attain post-secondary skills and training. The Ontario government recognized this need in the recent budget, by setting a goal of 70 per cent post-secondary attainment, an increase of eight per cent over the current 62 per cent," she said.

The counselors witnessed the talents of George Brown students first hand during the day-long event. They ate a dessert prepared by George Brown Chef School students and watched a performance by George Brown dance students. The event, called College Dialogue, was organized by George Brown's Marketing and Communication Department. It was one of four similar events in different parts of Ontario sponsored by the Ontario College Application Service (OCAS).



Watch waterfront campus progress via webcam: Jerry Seinfeld says one of life's great pleasures is watching other people work – and now you can watch George Brown's construction crew work on our new waterfront campus via a web-linked webcam. Go to [www.georgebrown.ca/waterfront](http://www.georgebrown.ca/waterfront) to see daily progress on the site on Queen's Quay East near Sherbourne Street. Crews have completed the foundation walls and are now digging out soil and rock from the site.



**A TOAST TO SUCCESS:** Yes Chef! fundraising campaign leaders unveil a donor wall celebrating \$5.1 million raised for George Brown's Centre for Hospitality and Culinary Arts. From left to right: Dean John Walker, campaign manager Linda Dunn, president Anne Sado, chef and restaurateur Donna Doohar, George Brown executive chef John Higgins and hospitality executive Michael Beckley.

## Yes Chef! fundraising campaign surpasses \$5 million goal

George Brown College's Centre for Hospitality and Culinary Arts (CHCA) has reached – and then passed – a \$5 million fundraising target. In May the Centre celebrated the three-year, \$5.1 million achievement of the Yes Chef! fundraising campaign by honouring its donors, supporters, friends and family at a celebratory reception.

"We are thrilled that we've achieved this goal, and could not have done it without the significant contributions – in both funding and support – from our friends and industry partners," says Dean John Walker. "Our biggest goal is to produce the best talent in foodservice and hospitality, and our relationships with industry partners are a key component to the CHCA's success."

A commemorative installation was unveiled to thank the 61 companies and individuals in the foodservice and hospitality industries who contributed to this accomplishment. Also on-hand were Yes Chef! campaign co-chairs Donna Doohar, Chef and owner of Mildred's Temple Kitchen, and Michael Beckley, Senior Vice President of Lodging Development for Marriott and Ritz Carlton Hotels and Resorts Canada.

"I'm a big believer in George Brown's Yes Chef! initiative. The College's Centre for Hospitality and

Culinary Arts provides a fabulous opportunity for all those who are entering our industry to get the best possible education available," said Doohar. "The generous support of this campaign and its resulting effects on the College's facilities means raising the bar for the industry."

The fundraising goal, which was officially achieved on March 31, 2010, coupled with \$15 million from the Ontario Government and George Brown College itself, has already contributed to the CHCA's two newly renovated buildings – 300 Adelaide St. E and The Chefs' House training restaurant.

In addition, there are numerous renovations to the CHCA currently in progress, including a concierge station, hotel-style front desk at Student Services, nine interactive culinary labs, three baking labs, a chocolatier lab, a culinary demo theatre, mixology and sommelier labs and a student resource centre.

"Donations to the George Brown Yes Chef! Campaign have helped to ensure the long-term success of Canada's foodservice and hospitality industries, and has helped students fulfill their dreams of a future in these fields," said Jack MacDonald, campaign donor and Chief Executive Officer of Compass Group Canada and ESS North America.

# Young workers pessimistic about their future in Toronto

As a young mobile citizen of the world Lawrence Alvarez is giving up on Toronto.

After five years in the city the 24-year-old, who grew up in Zimbabwe and lived in Argentina, is leaving this summer to learn about organic farming in rural Canada. And he has no plans to return. "I do like Toronto. I've met some great people here, but there's not enough."

Alvarez, a George Brown hospitality graduate who is leaving a contract position as activities co-ordinator in the college's Community Partnerships office to pursue his dream of a career in sustainable living, says the city doesn't offer enough compensation for its hectic pace, inefficient urban design, car-orientation, and high cost of living.

Toronto has the raw material to be a great city – it's multicultural population, for instance – but it can be a cold, unfriendly place with urban design that encourages sprawl and driving over eco-friendly walking and biking, he says. "It's got a toolkit of awesomeness that is being underutilized."

Alvarez is far from alone in his assessment of Toronto as a place to live. A full 20 per cent of the 18 to 35 year-olds in a recent college-sponsored survey said they were thinking of leaving Toronto in the next 10 years and a majority gave it low marks on employment for immigrants, economic potential, science and innovation and fixing the skills shortage.

Toronto employers, their youngest workers and post-secondary students believe the city is behind on a series of critical social and economic issues compared with other international and Canadian cities, and are pessimistic the city will be any better in 10 years.

According to the survey, which was released in May, approximately half of the city's employers and "Generation Y" residents (those aged 18 – 35) believe the city will have changed very little or be a worse place to live 10 years from now. The pessimistic outlook is attributed to the city's inability to integrate new immigrants into society, overpopulation, crumbling infrastructure, faltering innovation and the high cost of living.

While the research reveals most Torontonians see the city's cultural diversity as one of its strongest assets, nearly half of respondents (43 per cent) believe the city has failed to adequately integrate new immigrants into society and 52 per cent believe the city has fared equally poorly in leveraging immigrants to fill existing and future skill shortages.

"It is critical for Toronto to improve as a city and address the core socioeconomic indicators that will be instrumental to its future competitiveness," said President Anne Sado. "Unless we raise the bar significantly with respect to our level of research and innovation, the integration of newcomers, narrowing the gap in skills and modernizing our infrastructure, it won't be long before we lose our domestic and international stature."

Only one in five respondents believes Toronto provides much more opportunity to new Canadians than other international cities. The issue is one that 81 per cent of employers believe is important to address.

Asked what are the best things about the city, Gen Y's cited the breadth of entertainment options, while employers pointed to the city's high consumer population and position as the country's business centre.

One fifth of respondents said they are not likely to still live in the city 10 years from now, and of those that will, only one in five will do so because he or she likes or loves the city.

The study shows most Torontonians see their city as lacking in comparison to other international cities in employment opportunities for new Canadians, economic growth potential, the environment, arts and culture, as well as science and innovation.

Conducting the poll and releasing the results is part of a college strategy to occupy a more public leadership position on issues affecting the future of Toronto, says George Brown Senior Communications and Media Relations Manager Brian Stock. "It's important that the college take a leadership role and establish a strong presence to have a louder voice and play a bigger role in the future of the city."

For more than 40 years George Brown has made an important – but too often unrecognized – contribution to the economic and social development of Toronto, he says. "We have a very strong role in the city that has never been fully appreciated outside the walls of the college."

The survey results also help the college in its planning, says Stock. "It's important we understand where the city is going and what its residents are thinking in order to properly develop academic programs that will support this direction."

For a few days in early May it was hard to pick up a paper and not read about the poll. Stories appeared in The Globe and Mail, Toronto Star, and National Post and it was featured on radio news casts and call-in shows and several websites.



**EMERGING TALENT ON THE RUNWAY:** Graduating Fashion Techniques and Design student Justin Singh (top with model) is making a splash on runways this spring making him a name to watch. At left is his lingerie design that won the Canadian Triumph Inspiration Award competition recently. Above is his raw silk evening gown festooned with Swarovski crystals that appeared in the college's annual fashion show. Singh will represent Canada in the international Triumph design competition in London, England in September – going head-to-head with winners from 28 other national winners for a 15,000 Euro prize and seeing one of his produced and marketed by the international lingerie company. His design, called Sands of Time, he describes as a throwback to the 1850s mixed with present day flair. "When I was doing it I was thinking, what does shape have to do with lingerie? It hit me – the ideal shape of a woman's body is the hourglass shape so I decided to do that." He's planning a fashion show on Aug. 14 at the Bata Show Museum and then it's off to London. Visit [www.triumph-inspiration-award.com](http://www.triumph-inspiration-award.com) for competition details.

# President Anne Sado



For every generation that comes of age, there is never any shortage of cultural commentary, novel insights and labels upon sub-labels. When it comes to Generation Y, defined as those born between the mid to late 70's and 1995, we have been told that there has never been a generation more overconfident and unapologetic in its pursuit of changing the status quo. Whether this claim holds any truth or not, as educators, it is our responsibility to maintain a well-informed understanding of our students. Being aware of generational factors is an important part of this.

At a recent Conference Board of Canada event I spoke about Generation Y, including its defining characteristics and implications for employers. As with any general analysis, I could not help but feel curious about how accurate some of the findings were. Though far from scientific, I decided to get a firsthand opinion from a member of Generation Y – my older son, who is near the middle of the age

range and has also been in the workforce for two years. To both our amazements, he found nearly all of the observations and conclusions to be incredibly accurate. In his words, "they've nailed the description of me and my friends."

So what are some of the things that describe the estimated 70 million Generation Ys in North America? According to the research, they are remarkably optimistic about the future, comfortable dealing with their parents' generation on the same level, open minded, natural multitaskers, socially conscious and inherently respectful of diversity, and always communicating. For many staff at the college this is stating the obvious. However, what may be less apparent – and much more significant for us – are the expectations that accompany these characteristics.

This generation was taught early on that they would be in high demand in a workforce short of people and skills. Perhaps it is no surprise then that Generation Ys expect their work environments to meet their needs and wants, including the chance to try new things, opportunities for lateral career changes to learn new skills, and the ability to connect with coworkers socially. They are more than willing to stay connected to the office off hours provided they are granted the flexibility to manage their schedule during the week. As well, being culturally and ethnically diverse, Generation Ys will expect their workplaces to be equally reflective of their multicultural world.

For George Brown and its stakeholders, adapting to and leveraging the talents of Generation Ys is critical to building a workforce that will provide the necessary skills to grow our knowledge-based economy. Yet there are some glaring gaps in perception and attitudes between Generation Ys and employers. For instance, in our research conducted this year, 56 per cent of employers believe the shift to the knowledge-based economy has already occurred, while only 16 per cent of Generation Ys share the same sense. Of employers surveyed, 82 per cent responded that oral and written communications skills were extremely important, yet only 67 per cent of

Generation Ys thought the same. A similar gap in perceived importance was found for other workplace skills such as interpersonal and teamwork skills and customer service skills.

This is naturally where George Brown and the college system come in, as bridging the gap between students and employers has long been our overall goal. Although our focus has mainly been, and will continue to be, on closing the workplace skills gap, taking the time to understand our students better will also allow us to learn and grow as an institution. After all, this generation wouldn't expect it any other way.

## GREEN SPOT

E-Waste Amnesty Days in late April collected, in total, 1,213 kilograms of e-waste that was sent for recycling. That amount including: 563 kgs. of electronic waste from Casa Loma, and 1713 kgs. of electronic waste from St. James. The following items were sent for recycling:

- 86 computers, 78 monitors, 45 printers, 24 servers,
- 13 fax/scanners and more than 150 miscellaneous items including TV's cameras, projectors, video players, amplifiers, radios (receivers and transmitters), speakers, stenographs, keyboards, and telephones.

20 departments/centers from both campuses participated.



**Make it happen.**

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